



Faculty of Applied and Creative Arts

**PACKAGING DESIGN FOR “TOU SHA BIN”,
FOO CHOW BEAN PASTE CAKE**

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Bachelor of Applied Arts with Honours
(Design Technology)

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PACKAGING DESIGN FOR "TOU SHA BIN", FOO CHOW BEAN PASTE CAKE

ONG LEE SIANG

This project is submitted in partial fulfilment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2016

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Abstract

Tou Sha Bin one's of Foo Chow traditional bread. The study is intended to design a new packaging. Specific consideration is given to design an attractive packaging such as selection of the right colour, font and picture. Hence making the product more desirable to the consumers.

Abstrak

Tou Sha Bin ialah makanan tradisi etnik Cina Foo Chow. Kajian ini dijalankan untuk mereka cipta pembungkusan yang baharu dan menarik untuk Tou Sha Bin. Dalam kajian ini, pekaji lebih menumpukan elemen grafik dalam rekaan pembungkusan. Pemilihan warna, tipografi dan gambar yang sesuai dicadangkan untuk menjadikan pembungkusan Tou Sha Bin lebih budaya saing di pasaran.

CHAPTER ONE

INTRODUCTION

1.0 Background of study

In modern commercial society, packaging serves as one of the most important elements of the product. It protects products from outside influences, any sort of damages, give convenience to customers and increase competitiveness in market. Packaging elements include packaging color, brand image and logo, packaging design and materials used (Gopal & George, 2014). All of these packaging elements will take as predictors. This study will focus on the packaging design for “Tou Sha Bin”, Foo Chow bean paste cake.

The purpose of this study is to design a new packaging for “Tou Sha Bin”, Foo Chow bean paste cake. The problem from the existing packaging of this product is easy damage, difficult to store and inconvenience. A new packaging design of “Tou Sha Bin”, Foo Chow bean paste cake will be designed by using an authentic concept. By performing this concept, the packaging design of “Tou Sha Bin”, Foo Chow bean paste cake could be improved. Furthermore, packaging material of choosing will be considered carefully to ensure the quality of “Tou Sha Bin”, Foo Chow bean paste cake from any changes.

Hence, in this study, it estimates the new packaging design for “Tou Sha Bin”, Foo Chow bean paste cake by accent on the use of graphical elements and color in order to make it becomes more compelling, effectual and alluring.

Sitiawan, a small area in Perak, also known as “Little Foo Chow” because there are well-known for selling variety traditional Foo Chow foods. For examples, Foo Chow light cake, Foo Chow moon cake, Foo Chow wedding cake, Foo Chow bean paste cake and so on.

San Yew Chay biscuit bakery is one of the historical renowned bakery shops in Sitiawan. The main lines of products of their shop sells are Foo Chow traditional biscuits. This ancient shop established in 1938, which has 77 years of history (Unknown, Sin Chew network, 2014). During the 1938s, there have three Foo Chow Chinese nation friends came from China Southern and plans to form a business partnership to make a proprietor shop for sell Chinese herbal medicines and traditional cake.

For the beginning, “San Yew Qi” was the original name of the shop and not “San Yew Chay” (Unknown, Sin Chew network, 2015). In Chinese, “San Yew” means three friends, “Qi” means unite and the “Chay” means vegetarian. This name is created to commemorate the friendship between the three business Co-founders. Due to the pronunciation and form of “Qi” and “Chay” are similar in Foo Chow language, they accidentally changed the word “Qi” to “Chay” without sensed, and then the name of “San Yew Chay” was applied until now. Today, San Yew Chay biscuit bakery is already run by the third generation took over and they still adhere to the traditional hand-made as they want to let new generation can eat the taste of ancestral heritage again.

“Tou Sha Bin”, Foo Chow bean paste cake is one of the Foo Chow Chinese nation traditional biscuits. Previously, “Tou Sha Bin”, Foo Chow bean paste cake only

has two flavors which were red bean paste and green bean paste. The fillings color of red bean paste is black while the color of green bean paste is white. Today, they release another new flavor which is “pandan” flavor. “Tou Sha Bin”, Foo Chow bean paste cake from San Yew Chay bakery is vegetarian. Mr. Zhang Sheng Lai, the third generation descendant said, he found that some ancient confectionery methods do not match to the new generation pursuit on the healthy lifestyle, as they use lard as one of the confectionery material (Unknown, Sin Chew network, 2015). In previous, lard is unsanitary and perishable. Therefore, in the way to let customers at ease edible, he changed lard to vegetable shortening.

Moreover, as tourist in Sitiawan areas are constantly enhance and the demand of customers are increasing, Mr. Zhang developed and released “Tou Sha Bin”, Foo Chow bean paste cake that can be refrigerated. Mr. Zhang successful releases “TouSha Bin” which customers can bought it as much as they wanted. Chilled “Tou Sha Bin”, Foo Chow bean paste cake are made without adding any preservatives and it can be stored for three months in refrigerator (Unknown, Sin Chew network, 2014).

Main characteristics of “Tou Sha Bin”, Foo Chow bean paste cake is crispy. However, the existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake are wrapped with plastic bags or paper which are easy broken, difficult to store, easy to be contaminated and exposed to microbial attack. In this research study, the concept of “Tou Sha Bin”, Foo Chow bean paste cake packaging are all in combination of box and plastic packages, aimed to enhance customer convenience and to protect the product being broken. A new packaging design intended to encourage customers to purchase, especially for foreign customers. It also can also be a tourist souvenir for the foreign who visit Malaysia.

The new packaging in the market are facilitate in storage and distribution and more outstanding as compared to earlier packaging design. Besides, small package design for product is flexible which making the product be convenient by customers. The new packaging design of “Tou Sha Bin”, Foo Chow bean paste cake will be allocated in Malaysia market in order to present and spread it to young generation to let them know about this traditional food. Therefore, the objective of this study is to assure “Tou Sha Bin”, Foo Chow bean paste cake production to be continued from one generation to another and export it to the western countries in the future.

1.1 Existing packaging of product

Packaging is an extrinsic element of the product which has been defined as a concept to preserve and increase the attractive of the product to impulse customer buying behavior. According to Packaging Institute International (Anon, 1998), the functions of packaging includes protection, containment, communication, preservation and utility.

Packaging has various imperative purpose such as conserve the content from impair and contamination, ease transport and store goods and also keeps the content freshness and quality (Hine, 1995). The existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake are using plastic bag and paper to package which is not suitable to the product. Moreover, the existing packaging did not provides all sorts of important information such as ingredients used, nutrient content, manufactured and expired date to consumer. This cause consumer lack of knowledge about the product and influences their perceptions to the product. Consumer would seeks the information through label particularly in nutrition before making purchase decision.

Besides, the design elements such as color which used in existing packaging are not attractive and suitable. In the meantime, “Tou Sha Bin”, Foo Chow bean paste cake is not yet expand to the market and just selling in their hometown.

1.2 Research objective

Main objectives of research in this study are to identify the weakness and strength of the packaging design of “Tou Sha Bin”, Foo Chow bean paste cake. Researcher need to analyze and create a new packaging design for the current packaging of bean paste cake.

1.3 Research problem

Malaysia is a multiracial country. Each races and ethnic groups have their own unique traditional food. “Tou Sha Bin”, Foo Chow bean paste cake which is ones of the traditional food of Foo Chow nation. It has the opportunity to enter the market of Malaysia. The taste of “Tou Sha Bin” is delicious but the design of packaging is in need to improve.

The problem statement of existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake which are lack of graphical element and visual element on the packaging surface (label design). Colour, structure, typography, numbers and symbols, and picture should be use effective in the way to produce a well-designed of packaging design (Rosner, Klimchuk & A.Krasovec, 2006).

Moreover, packaging plays as a function of protection and provide information to consumer. According to Coles, McDowell and Kirwan (2003), the functions of food packaging includes protect products from outside influences, contain product safety, and provide information of the product to consumers such as nutritional information, ingredients information and usage information.

However, the existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake did not provide information of food to consumer and this make consumer lack knowledge about the product and would influenced their purchase decisions. In addition, the existing packaging design of “Tou Sha Bin”, Foo Chow bean paste cake are easy damage, difficult to storage, easy contaminate and expose to insects and bacteria.

1.4 Research question

The aim of this study is to identify the weakness and strength of the packaging design. There are several questions needed to be explored in order to deeply understand the topic.

I. What kind of material is appropriate to package “Tou Sha Bin”, Foo Chow bean paste cake?

The right selection of packaging materials and technologies is important in conserving the product freshness and quality in the process of distribution and storage. Glass, metal, paper and paperboards, as well as plastics are the examples of materials that have been traditionally used in packaging. Nowadays, combination of several materials often be used with the aimed to stronger the functions and aesthetic properties of packaging design.

The choice of materials used and their advantages and disadvantages must be taken into consideration in packaging design. Different packaging materials will have different impacts on its shelf life (Robertson, 2011). According to Rosner Klimchuk and A.Krasovec (2006), consideration of packaging structure and choice of material are based on the type of product, functions, places displayment, target audients, quantities of product and category competition.

The material of existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake uses plastic or paper to package the product will cause it to be easily damage because of the crispy characteristics. There are various types of material appropriate to package “Tou Sha Bin”, Foo Chow bean paste cake in order to ease transportation and provide convenient to consumers. Gopakumar (1993) stats that packaging

materials are selected to suit the nature of protection needed, its anticipated shelf life, and their compatibility with the product.

II. Does the packaging of “Tou Sha Bin”, Foo Chow bean paste cake function well?

According to Silayoi and Speece (2004, p. 610), functions of the packaging includes protection, convenience, containment and communication. The existing packaging of “Tou Sha Bin”, Foo Chow bean paste cake lack safety protection to preserve the content of their product and contaminating the product. Other than that, packaging information also plays an important role to provide messages about the product to consumer. Packaging information includes description of the content and product use. However, the existing packaging did not provide the information of food to consumer and will impact consumer’s purchase decision.

III. Is the physical outlook attractive?

Packaging elements have an important role in package appearance. It can be separated into two part which are visual and informal elements. According to Silayoi and Speece (2007, pp. 1498 - 1500), visual elements consists of graphics, color and size of packaging while informational elements consist of information about the product and technologies used on the package. Product’s appearances communicates the aesthetic and functional to the consumers. The existing packaging design of “Tou Sha Bin”, Foo Chow bean paste cake lack the appearance of a physical outlook and label design on the surface area, making it difficult to attract consumers.